

## ORDER



Orders	Order / Rev:	106697	Primary AE:	Amy McCreary
	Alt Order #:	06853041	Sales Office:	BLPHI
	Product Desc:	OBAMA SKED C	Sales Region:	National
	Estimate:	1781		
	Flight Dates:	09/18/12 - 10/01/12		
	Original Date / Rev:	09/17/12 / 10/01/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama for America	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01-Democrat	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	61	\$29,525.00	\$25,096.25	September 2012	61	\$29,525.00	\$25,096.25	0.00
10/01/12	10/01/12	8	\$3,300.00	\$2,805.00	October 2012	8	\$3,300.00	\$2,805.00	0.00
					Totals	69	\$32,825.00	\$27,901.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	24%	\$32,825.00
Market	100%	\$136,770.83

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$41,031.25
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$34,192.71
KTUD	1%	\$1,367.71
KVVU	15%	\$20,515.62
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,838.54

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$850.00	1	0.00	NM	8	\$6,550.00
TODAY SHOW															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				

Order / Rev: 106697  
Alt Order #: 06853041  
Flight Dates: 09/18/12 - 10/01/12

Advertiser: Obama for America  
Product Desc: OBAMA SKED C  
Estimate: 1781

KSJV

Order / Rev: 106697  
Alt Order #: 06853041  
Flight Dates: 09/18/12 - 10/01/12

Advertiser: Obama for America  
Product Desc: OBAMA SKED C  
Estimate: 1781

**KSNC**

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 11	KSNV	10/01/12	10/01/12	M-F Today Show II	3rd HCM		9-10a		M-----	:30	1	\$425.00	1	0.00	NM		1	\$425.00
TODAY SHOW II																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 10/01/12	10/07/12	M-----		1		\$425.00	0.00									
N 12	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY	6a-7a		-----S-		:30	1	\$350.00	1	0.00	NM		1	\$350.00	
TODAY SHOW II																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 09/18/12	09/24/12	-----S-		1		\$350.00	0.00									
Totals																	69	\$22,825.00